

What is claimed is:

1. A method for a system including a store, the method comprising the steps, performed in the store, of:
 - detecting a first product selected by a consumer during a visit to the store;
 - generating a message, a content of the message depending on the first product detected by the detecting step;
 - emitting the message, during the visit to the store, the emitting step being performed at a first location, the first location being fixed;
 - displaying, during the visit to the store, a price for the first product, the displaying step being performed at a second location different from the first location; and
 - receiving payment from the consumer at the second location.
2. The method of claim 1 wherein emitting the message includes displaying a light signal for sensing by the consumer.
3. The method of claim 1 wherein emitting the message includes playing an audio signal for sensing by the consumer.
4. The method of claim 1 wherein generating the message includes generating the message to include information about another product.
5. The method of claim 1 wherein generating the message includes generating the message to include information about a product that can be used with the first product.

6. The method of claim 1 wherein generating the message includes generating the message to include information about a product that can be substituted for the first product.
7. The method of claim 1 wherein generating the message includes generating the message to include a suggestion to select an additional unit of the first product, and pricing information related to the additional unit.
8. The method of claim 1 wherein a content of the message depends on a record for the consumer, the record being compiled on a previous day.
9. The method of claim 1 wherein a content of the message depends on whether a second product has been detected.
10. The method of claim 1 wherein the consumer selects the first product by moving the first product.
11. The method of claim 10 wherein the detecting step detects the first product after the consumer moves the first product.
12. The method of claim 1 wherein the first product is on a shelf in the store, and the consumer selects the first product by moving the first product from the shelf.

13. The method of claim 1 wherein the first product is on a shelf in the store, the consumer transports a container, the consumer selects the first product by moving the first product from the shelf to the container, and the detecting step detects the first product while the first product is in the container.
14. The method of claim 13 wherein the detecting step detects the first product while there are a plurality of other products in the container.
15. The method of claim 13 wherein the container includes a plurality of wheels.
16. The method of claim 1 wherein detecting includes receiving a signal from the first product.
17. The method of claim 16 wherein the signal includes a plurality of digits that identifies the first product.
18. The method of claim 16 wherein the signal includes a radio signal.
19. The method of claim 1 wherein generating the message includes accessing a data structure.
20. The method of claim 19 wherein the data structure includes a table.

21. The method of claim 1 wherein the fixed location is a shelf.

22. A system in a store, the system comprising:
an output device at a first fixed location;
a detector that detects a first product selected by a consumer, to generate a
first signal;
a generator that generates a message and sends the message to the
output device in response to the first signal; and
a display that displays a price for the first product, the display being located
at a second location different from the first location.

23. The system of claim 22 wherein the output device includes a display
screen.

24. The system of claim 22 wherein the generator includes logic to
generate message to include information about another product.

25. The system of claim 22 wherein the generator includes logic to
generate the message to include information about a product that can be used
with the first product.

26. The system of claim 22 wherein the generator includes a general logic
expression, and evaluator for the logical expression, and the generator
conditionally sends the message to the output device depending on a result from
the evaluator.

27. The system of claim 22 wherein the generator includes logic to generate the message to include a suggestion to select an additional unit of the first product, and pricing information related to the additional unit.
28. The system of claim 22 wherein a content of the message depends on a record for the consumer, the record being compiled on a previous day.
29. The system of claim 22 wherein a content of the message depends on whether a second product has been detected.
30. The system of claim 22 wherein the detector detects the first product after the consumer moves the first product.
31. The system of claim 22 wherein the first product is on a shelf in the store, and the consumer selects the first product by moving the first product from the shelf.
32. The system of claim 22 wherein the first product is on a shelf in the store, the consumer transports a container, the consumer selects the first product by moving the first product from the shelf to the container, and the detecting step detects the first product while the first product is in the container.
33. The system of claim 32 wherein the detecting step detects the first

product while there are a plurality of other products in the container.

34. The system of claim 32 wherein the container includes a plurality of wheels.

35. The system of claim 22 wherein detecting includes receiving a signal from the first product.

36. The system of claim 35 wherein the signal includes a plurality of digits that identifies the first product.

37. The system of claim 35 wherein the signal includes a radio signal.

38. The system of claim 22 wherein the generator includes accessing a data structure.

39. The system of claim 38 wherein the data structure includes a table.

40. The system of claim 38 wherein the fixed location is a shelf.

41. A system in a store, the system comprising:
means for detecting a first product selected by a consumer;
means for generating a message, a content of the message depending on
the first product detected by the detecting means;
means for emitting the message, the emitting means being at a first fixed

location;
means for displaying a price for the first product, the displaying means being at a second location different from the first location; and
means for receiving payment from the consumer at the second location.

42. The system of claim 41 wherein means for generating the message includes means for generating the message to include information about another product.

43. The system of claim 41 wherein means for generating the message includes means for generating the message to include information about a product that can be used with the first product.

44. The system of claim 41 wherein means for generating the message includes means for generating the message to include information about a product that can be substituted for the first product.

45. The system of claim 41 wherein means for generating the message includes generating the message to include a suggestion to select an additional unit of the first product, and pricing information related to the additional unit.

46. The system of claim 41 wherein a content of the message depends on a record for the consumer, the record being compiled on a previous day.

47. The system of claim 41 wherein a content of the message depends on

whether a second product has been detected.

48. The system of claim 41 wherein the means for detecting detects the first product after the consumer moves the first product.

49. The system of claim 41 wherein the first product is on a shelf in the store, and the consumer selects the first product by moving the first product from the shelf.

50. The system of claim 41 wherein the first product is on a shelf in the store, the consumer transports a container, the consumer selects the first product by moving the first product from the shelf to the container, and the means for detecting detects the first product while the first product is in the container.

51. The system of claim 50 wherein the means for detecting detects the first product while there are a plurality of other products in the container.

52. The system of claim 50 wherein the container includes a plurality of wheels.

53. The system of claim 41 wherein means for detecting includes means for receiving a signal from the first product.

54. The system of claim 53 wherein the signal includes a plurality of digits

that identifies the first product.

55. The system of claim 53 wherein the signal includes a radio signal.

56. The system of claim 41 wherein means for generating the message includes means for accessing a data structure.

57. The system of claim 56 wherein the data structure includes a table.

58. The system of claim 41 wherein a time of activation of the emitting means depends on when the detecting means detects the first product,

59. The system of claim 41 wherein the fixed location is a shelf.